

MANGALORE UNIVERSITY
Department of Business Administration
MBA (TOURISM & TRAVEL MANAGEMENT)
Revised Syllabus 2020 July Onwards

PREAMBLE

MBA (TTM) syllabus was last revised when the university introduced hard core, soft core and open elective courses during the year 2016-17 as per the UGC direction. The current revision of the syllabus is meant for the academic year 2020-21 onwards. Tourism and Travel Management has been evolving and gaining importance throughout the world. India is targeting the tourists from around the world and has been devising tourism policies to attract the tourists. Tourism industry is undergoing a lot of changes by adding more concepts, products and destinations. Cruise tourism, Sustainable tourism, Event tourism and eco-tourism are some of the emerging sectors of tourism industry worldwide. This dynamic scenario necessitates the updating of existing papers and introduction of new subjects. As part of revision, contents of some of the existing papers have been updated and few new papers like Port and Cruise Management, Disaster Management, Contemporary Issues in Tourism, Remote Sensing and GIS, Financial Management and Health and Wellness Tourism have been added.

PROGRAMME OUTCOME

Equip the students to fit into the requirements of tourism industry by providing theoretical and practical training in the field of destination management, tour guiding, tour operation, hotel management, airport and airline management and ticketing, cargo management etc. Frequent academia-industry interaction enables the students to keep themselves updated with the recent trends in the industry. The programme will prepare a cadre of professional experts who can manage the most dynamic travel, tourism and hospitality industry.

MBA (TOURISM AND TRAVEL MANAGEMENT)

Course Structure and Syllabi

Minimum Credits required for MBA (TTM) Degree

I to IV Semester	Hard Core Courses		Soft Core Courses		Total	
	Numbers	Credits	Numbers	Credits	Numbers	Credits
	15	60	9	27	24	87

Minimum Course to be registered by a student in a normal phase to successfully complete MBA (TTM) Degree in four semesters.

I to IV Semester	Hard Core Courses		Soft Core Courses		Total	
	Numbers	Credits	Numbers	Credits	Numbers	Credits
I	4	16	2	6	6	22
II	4	16	2	6	6	22
III	4	16	2	6	6	22
IV	3	12	3	9	6	21
Total	15	60	9	27	24	87

Minimum Course to be registered by a student in a normal phase to successfully complete MBA (TTM) Degree in ODD and EVEN semesters.

I to IV Semester	Hard Core Courses		Soft Core Courses		Total	
	Numbers	Credits	Numbers	Credits	Numbers	Credits
ODD	8	32	4	12	12	44
EVEN	7	28	5	15	12	43
Total	15	60	9	27	24	87

***Soft core Courses in I, II and III Semesters:**

Any two soft core courses from the available Soft Cores shall be selected by a student at the commencement of I, II and III Semesters. The Department Council/Affiliated College will announce at the beginning of the first, second and third semesters, any two or more soft core papers which will be offered during I, II and III semesters depending upon the availability of faculty and the demand for soft core courses. The minimum number of students opting for a soft-core course should be ten.

****Soft core Courses in IV Semester:**

Any three soft core courses from the available Soft Cores shall be selected by a student at the commencement of IV Semester. The Department Council / Affiliated College will announce at the beginning of the fourth semester, any three soft core papers which be offered during IV semester depending upon the availability of faculty and the demand for

soft core courses. The minimum number of students opting for a soft core course should be ten.

*****Project Report:**

A student on the third semester shall register for a Project Work which carries 4 credits in the fourth semester. Work load for Project Work is one contact hour per student per week for the teacher. The student shall do field work and library work in the remaining 3 credit hours per week.

Evaluation of Project Report

30 marks for Viva-Voce Examination and 70 marks for final Report Evaluation. Viva-Voce Examination shall be conducted by the BoE in the Department.

****** Study Tours:** Students are required to undertake a short tour of regional tourist destination(s) during the First and Third semesters and National tour during Second and Fourth semesters. The tour reports shall be considered for awarding internal marks.

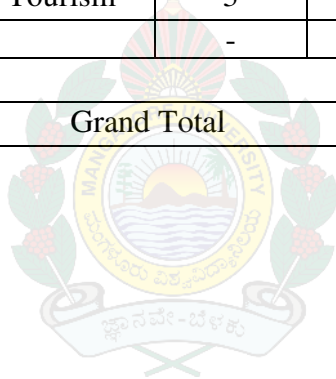
******* Internship Training:** Every student must undergo compulsory one-month summer internship training in any of the reputed travel trade /hospitality organization on completion of second semester examinations.



MANGALORE UNIVERSITY
DEPARTMENT OF BUSINESS ADMINISTRATION
MBA (TOURISM AND TRAVEL MANAGEMENT)
CHOICE BASED CREDIT SYSTEM- 2020 (Revised)

Code	Title of the Course	Instructi on/week	Duratio n of Exam (Hrs)	Marks			Credits
				IA	Exam	Total	
I SEMESTER							
TMH401	Principles & Practices of Tourism	4	3	30	70	100	4
TMH402	Fundamental of Management	4	3	30	70	100	4
TMH403	Tourism Products of India	4	3	30	70	100	4
TMH404	Travel and Tour Operations	4	3	30	70	100	4
TMS405	Port and Cruise Management	3	3	30	70	100	3
TMS406	Disaster Management	3	3	30	70	100	3
TMS407	Front Office Management	3	3	30	70	100	3
TMS408	House Keeping Management	3	3	30	70	100	3
	*Study Tour						
Total Credits							22
II SEMESTER							
TMH451	Airport Handling and Air Ticketing	4	3	30	70	100	4
TMH452	Research Methodology	4	3	30	70	100	4
TMH453	World Geography for Tourism - I	4	3	30	70	100	4
TMH454	Hospitality Management	4	3	30	70	100	4
TMS455	Contemporary Issues in Tourism	3	3	30	70	100	3
TMS456	Marketing for Tourism	3	3	30	70	100	3
TMS457	Remote Sensing and GIS	3	3	30	70	100	3
TMS458	Food and Beverage Management	3	3	30	70	100	3
	*Study Tour						
	**Internship Training						
Total Credits							22
III SEMESTER							
TMH501	World Geography for Tourism - II	4	3	30	70	100	4
TMH502	Sustainable Tourism	4	3	30	70	100	4
TMH503	Event Management	4	3	30	70	100	4
TMH504	Financial Management	4	3	30	70	100	4
TMS505	Cargo Management and	3	3	30	70	100	3

	Logistics Operations						
TMS506	Entrepreneurship Development	3	3	30	70	100	3
TMS507	Communication Skills & Public Relations	3	3	30	70	100	3
TMS508	Travel Journalism	3	3	30	70	100	3
	* Study Tour						
Total Credits							22
IV SEMESTER							
TMH551	Destination Management	4	3	30	70	100	4
TMH552	Human Resource Management	4	3	30	70	100	4
TMH553	Project Report ***	4	-	-	70	70	4
TMS554	Tourism Policies and Regulations	3	3	30	70	100	3
TMS555	Customer Relationship Management	3	3	30	70	100	3
TMS556	Information Technology for Tourism	3	3	30	70	100	3
TMS557	Foreign Exchange Management	3	3	30	70	100	3
TMS558	Health and Wellness Tourism	3	3	30	70	100	3
	* Viva-Voce	-	-	-	-	30	-
Total credits							21
Grand Total							87



I SEMESTER

TMH - 401: Principles & Practices of Tourism

TMH – 402: Fundamental of Management

TMH – 403: Tourism Products of India

TMH – 404: Travel and Tour Operations

TMS – 405: Port and Cruise Management

TMS – 406: Disaster Management

TMS – 407: Front Office Management

TMS – 408: House Keeping Management

*Study Tour

